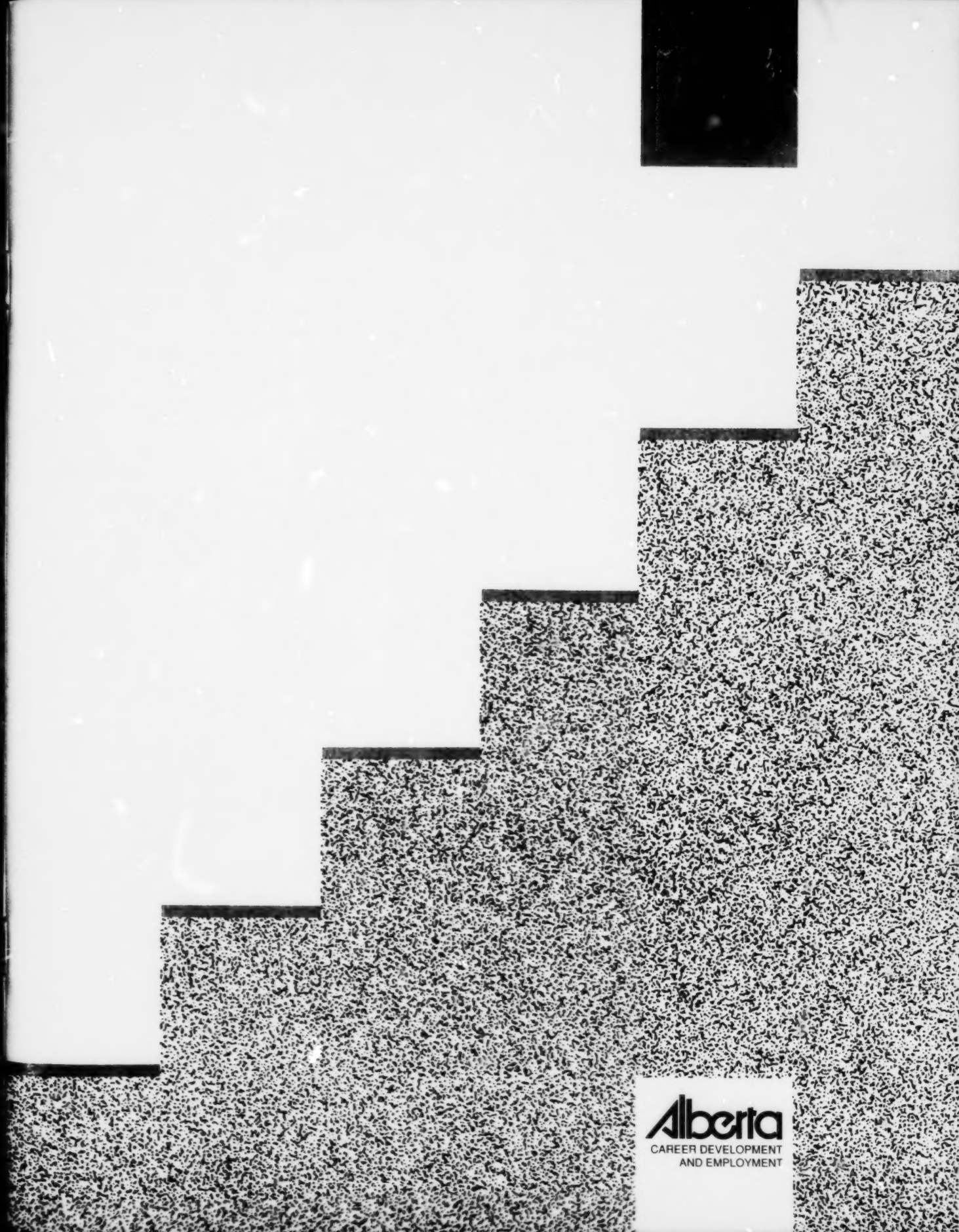




Alberta
CAREER DEVELOPMENT
AND EMPLOYMENT



91-03954/



February 1991

The Honourable David Carter
Speaker of the Legislative
Assembly of Alberta

Dear Mr. Speaker:

I have the honour of submitting the Annual Report of Alberta Career Development and Employment for the fiscal year ended March 31, 1990.

Respectfully submitted,

A handwritten signature in dark ink, appearing to read "Norm A. Weiss".

Norm A. Weiss
Minister
Career Development and Employment



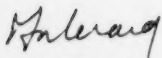
February 1991

The Honourable Norm Weiss
Minister
Career Development and Employment
404 Legislature Building
T5K 2B6

Sir:

I am pleased to present the Annual Report of Alberta Career Development and Employment, which provides details of the operations for the fiscal year April 1, 1989 to March 31, 1990.

Respectfully submitted,



Al N. Craig
Deputy Minister



ORGANIZATION CHART



March 31, 1990



DEPUTY MINISTER'S REPORT AND HIGHLIGHTS OF 1989-90

Alberta Career Development and Employment's mandate is to facilitate the development of our workforce to ensure that Albertans are equipped with the skills that will keep our province competitive in the marketplace of today, and the future.

To fulfill this mandate our department provides up-to-date labour force information to analyse current and anticipated labour force trends. This data, along with information related to our economy, helps us to evaluate our current and future programs and services.

It is critical that our training and employment programs and services are both timely and widely accessible to individuals, employers and other organizations. To do this we are constantly reviewing and analysing our existing departmental resources to effectively respond to current and future workforce requirements.

As we enter the 1990s, it is evident that training and retraining will become a greater priority for our department. With this in mind, we undertook a number of innovative approaches to tailor our programs and services to better meet the needs of Albertans.

This past year saw us continuing our efforts in regionalizing our program and service delivery as programs and services in Calgary, Red Deer, High Level and Camrose were integrated in Career Development Centres in each region.

This was initiated to ease access to, and increase public awareness of,

the range of programs and services offered by our department.

Part of our re-organization included the corporate offices in Edmonton, which were amalgamated in the CityCentre Building.

A number of exciting initiatives were undertaken this past year including the Whitecourt Learning Centre Project. Scheduled to operate until March 31, 1991, this year it assisted approximately 45 academically low skilled Albertans by providing life management and job readiness training, career planning, job search skills and work experience.

The Apprenticeship and Trade Certification Program received greater emphasis this year with the creation of a new identity package. This package was utilized in a promotional campaign involving 22 thousand direct-mail pieces, radio, television and print advertising.

Nominations to the Apprenticeship and Trade Certification Board were called for this year as well. Individuals who serve on the Board represent either employers or employees.

In keeping with the government's economic diversification initiatives, the Forest Industry Training Strategy was introduced, along with the creation of the Forest Industry Training Council. The Strategy's comprehensive range of initiatives were designed to meet the training needs of Alberta's growing forest industry.

Attention was also focussed on

**DEPUTY
MINISTER'S
REPORT AND
HIGHLIGHTS
OF 1989-90**

another of Alberta's emerging industries this year with the release of the publication, "Leading Force." Promoting Alberta's establishment in the area of advanced technology, it was made available to potential employers interested in locating within the province to benefit from our skilled workforce.

Based on a major research project, the "Alberta Workforce to the Year 2000" publication was created this year. Our thorough analysis of our changing workforce continued as we initiated a task force to develop a detailed and comprehensive Labour Market Strategy for the 1990s. Its objective is to promote the on-going development of a highly skilled workforce able to compete in the competitive global marketplace of the future.

Internally, electronic technology within our department was further upgraded to increase the effectiveness of local program and service delivery and to improve communication functions.

Although the department participated in several special events throughout the year two notable events included Canada Career Week and Immigration Week.

Canada Career Week, October 30 - November 5, 1989, celebrated its 10th anniversary in the province this year, focusing on the theme, "Alberta's Masters: Career Crafting for the Nineties."

Immigration Week, November 27 - December 3, 1989, highlighted the positive impact that immigration has on our province with its theme,

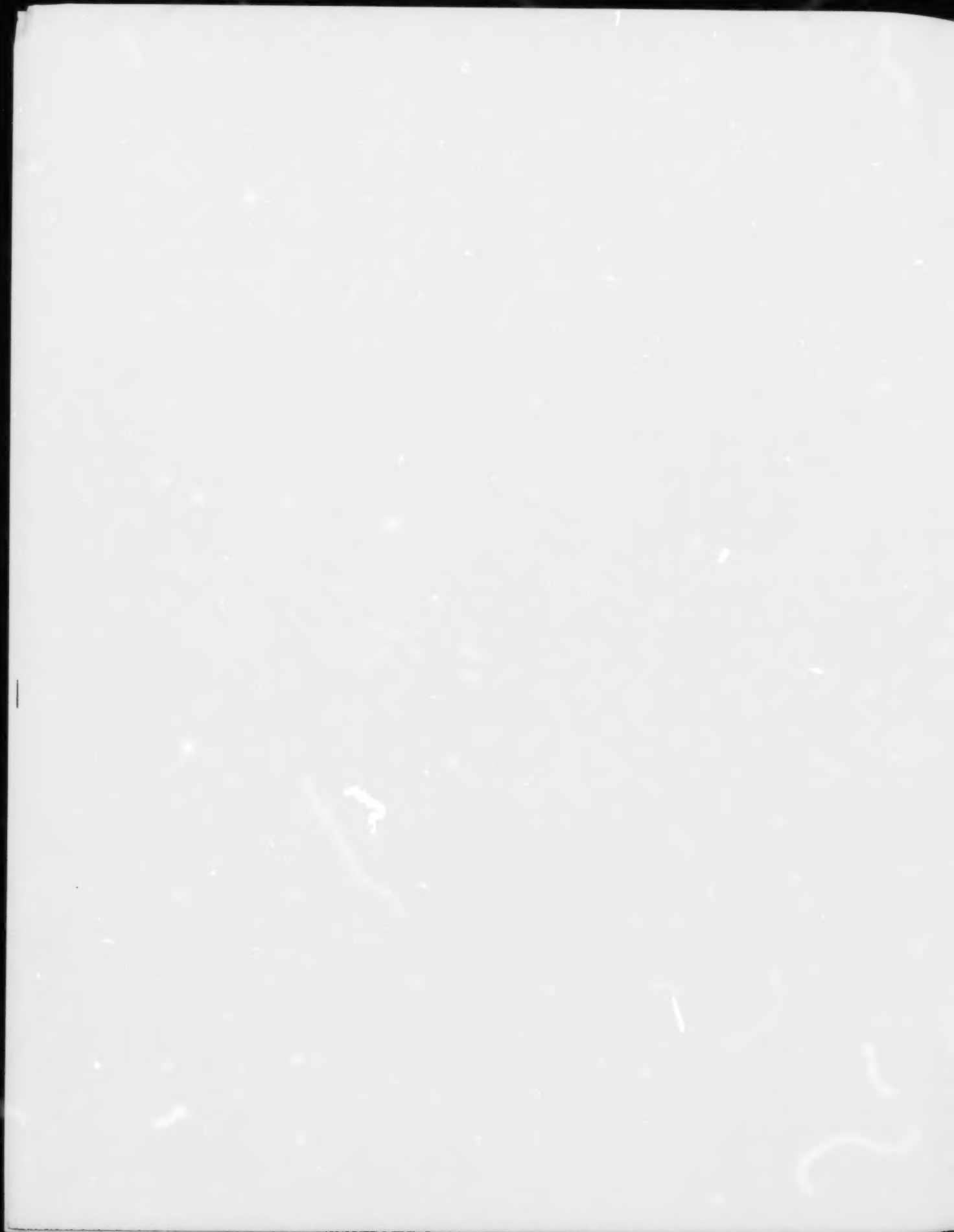
"Immigration Strengthens Our Community."

As we enter the final decade of the 20th century, Alberta Career Development and Employment will continue to work with employers and individuals to develop a highly skilled and adaptable workforce. The coming years will present many challenges as our province strives to compete in our changing and increasingly global marketplace.

In the coming fiscal year, we are committed to maintaining and developing a progressive array of training programs and services for individuals and employers. We will continue to work in partnership with Alberta business as together we share the responsibility of training and upgrading our workforce for the future.

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Alberta
CAREER DEVELOPMENT
AND EMPLOYMENT

POLICY AND PROGRAM DEVELOPMENT DIVISION

POLICY AND PROGRAM DEVELOPMENT DIVISION 1989-90

Assistant Deputy Minister
– Dr. Earl Mansfield

Co-ordinator Divisional Operations
– Shirley Woods

Executive Director Training and
Employment Programs
– Geoff Anderson

Project Manager
– Ken Smith

Director Vocational Training
Services
– Syl Villett

Director Career Programs and
Resources
– Bill Brandon

Executive Director Apprenticeship
and Trade Certification
– Don Bell

Director Programs Support and
Registrar
– Wayne Nixon

Director Program Development and
Standards
– Bob Spencer

Director Program Analysis and
Evaluation
– Don Ogaranko

Director Access Initiatives
– Ann Smith

Director Immigration and
Settlement Programs
– Dave Corbett

MANDATE

The Policy and Program Development Division is responsible for taking the lead role in policy analysis, program design, program development and assisting in the maintenance of program integrity through the assessment of program objectives.

ROLE

The division seeks to ensure that the department's policies and programs are designed to respond to Alberta's economic strategies and the needs of the provincial labour market. Each of the division's functional sectors has particular responsibilities with respect to the activities necessary to fulfill this role. An explanation of these activities follows. (Details on each program are found in the Programs and Services section of this report.)

POLICY AND PROGRAM DEVELOPMENT DIVISION

DIVISIONAL ACTIVITIES

TRAINING AND EMPLOYMENT PROGRAMS

Training and Employment Programs is responsible for contributing to long-term economic growth in Alberta by facilitating a closer match between the supply of, and demand for, an appropriately skilled labour force. The programs accomplish this in several ways: by assisting employers, employees and job seekers to access training and job opportunities; by influencing post-secondary institutions to offer labour market responsive training and by assisting Albertans to improve the pattern and quality of career transitions between school, training, work and retirement.

In 1989, planning and program development responsibilities for Employment Program Development and Industry Based Training merged into Training and Employment Programs. The administration and delivery of programs was transferred to Field Services. Administration of Special Needs and Hire A Student was also transferred to Field Services.

Training and Employment Programs played a significant role in the task force for the Development of a Labour Market Strategy for the 1990s. As well, this area participated on each of the following Labour Market Strategy Implementation Teams: Employer Based Training; Employment Adjustment; Promotion of a Training Culture; Job Readiness; Computer Based Training; Course Purchase; Immigration and Settlement; Labour Market Information; Departmental Planning Process and Striving for Excellence.

VOCATIONAL TRAINING SERVICES BRANCH

Vocational Training Services, through the Alberta Vocational Training (AVT) Program and the Vocational Rehabilitation of Disabled Persons (VRDP) Program, finances vocational counselling and training of disadvantaged and disabled adults. In 1989-90, 13,731 persons received AVT financial assistance for training at Alberta Vocational Centres, public colleges, technical institutes, private vocational schools and within industry. Under the VRDP element, 331 students received financial assistance.

In 1986, in response to fewer employment opportunities, the Vocational Training Program was expanded to provide skill enhancement or retraining to skilled persons previously employed in occupations now in low demand.

During 1989-90, 372 skilled people accessed the Enhanced Alberta Vocational Training Program, undertaking training in academic upgrading or skill training for occupations currently in demand.

Costs of the VRDP program were shared by the federal government under the Vocational Rehabilitation of Disabled Persons Agreement.

Through this program the department offers vocational assessment, career counselling and financial support to disabled Albertans. Specialized equipment such as opticons, television readers, talking calculators and typewriters, as well as special services such as tutors and interpreters, were made available for the blind and deaf. Funds

POLICY AND PROGRAM DEVELOPMENT DIVISION

were approved for five co-ordinator positions to provide services to disabled individuals attending post-secondary institutions. VRDP was involved with one program for the hearing and the visually impaired. All public post-secondary institutions in the province were available for use by disabled adults. VRDP also was involved with two experimental programs for Learning Disabled at the Alberta Vocational Centre in Edmonton and the University of Alberta.

To meet the needs of the department, as well as Alberta Social Services, the program operated a Vocational Assessment Centre.

In addition to the students aided through AVT, approximately 6,019 students were placed in programs funded by the federal government through the National Training Agreement on a cost recoverable basis (see National Institutional Training Program).

Career Programs and Resources is responsible for providing policy and program development for the department's career counselling services, as well as developing career information materials.

Women's Career Resources focuses on the issues women face in today's workforce. They provide consulting services to government departments and career development practitioners, and maintain a library collection of related information materials. In the last year they developed: Rural Women as Business Entrepreneurs (workshop) and a manual and video tape for use with the "Women in the Workforce" workshop developed last year. On an on-going basis resource materials were collected and distributed. This included distributing 23 distinct sets of topic-oriented workshop exercises.

The Career Counselling Unit develops policies, programs and resources that provide direction and support for the department's counselling services. To date their main emphasis has been on vocational rehabilitation, barriers to employment, assessment and testing methodologies.

The Career Information Hotline is a toll free province-wide telephone service that provides information on career planning, job search and departmental programs and services. During this past year the Hotline received 22,306 calls from across the province.

CAREER PROGRAMS AND RESOURCES

POLICY AND PROGRAM DEVELOPMENT DIVISION

Towards the end of the year, the Resource Centre was amalgamated with the departmental Library. The expanded operation continues to offer all of the services of the Resource Centre with an expanded collection and improved facilities.

The Career Information Unit produces resource materials for career development. In the last year almost 350,000 publications were distributed and seven new products were developed. These include: In Praise of Older Workers (booklet); Self-Directed Career Planning Guide (set of five booklets and an audio tape); Occupations in the Pulp & Paper Industry (brochure); Women in the Workplace (five segment video tape); Dream Dare Do (poster); Trades & Technologies (71 occupational profiles) and three new issues of the Career Development News.

Career Programs and Resources also played a major role in the co-ordination of Canada Career Week activities. A poster and a calendar were developed to display the theme "Alberta's Masters: Career Crafting for the Nineties".

Apprenticeship training in Alberta is an industry-based system which combines skills-oriented on-the-job training with technical training through publicly and privately funded post-secondary institutions.

APPRENTICESHIP AND TRADE CERTIFICATION

The system is based around the employer-apprentice relationship supported by an advisory network composed of the Apprenticeship and Trade Certification Board and Local and Provincial Apprenticeship Committees. It is administered and funded through Alberta Career Development and Employment, Alberta Advanced Education and Canada Employment and Immigration.

The shared responsibility for apprenticeship training and certification in Alberta is reflected in the allocation of resources to its operation. A comprehensive review of the Apprenticeship and Trade Certification system in 1987 found that approximately \$280 million was required to maintain this system within Alberta. The federal and provincial governments, together with the post-secondary institutions, collectively contributed approximately 26 per cent of that total, while employers contributed 64 per cent and apprentices the remaining 10 per cent.

Industry's involvement in the Apprenticeship and Trade Certification Board and the above-noted committees is critical as this permits employers and employees to direct important activities such as training curricula, examinations and trade regulations. The federal government's role centres mainly

POLICY AND PROGRAM DEVELOPMENT DIVISION

on financially supporting the technical training through the measures of training allowance and unemployment insurance benefits to trainees attending technical training. Alberta Advanced Education and the post-secondary training establishments provide the necessary operating funds, facilities and instructional expertise.

Career Development and Employment provides the essential administrative capability to coordinate activities and provide communication and support systems necessary to ensure that all participants meet their respective mandates and thus contribute to the total goal of providing skilled trades people for the economy. This role is fulfilled by the Apprenticeship and Trade Certification sector of the department, with a budget of \$7,622,981 in the 1989-90 fiscal year. The individual responsibilities and activities of each branch within the Apprenticeship and Trade Certification follows.

The scope and success of the Apprenticeship and Trade Certification system is emphasized in the total registrations which in 1989 stood at 20,952. Of these, 7,583 were new apprentices. While the economy of Alberta has experienced dramatic shifts during the past decade, total and new registrations in the designated trades are increasing.

PROGRAMS SUPPORT AND REGISTRAR BRANCH

Maintaining a skilled provincial labour force is the primary mandate of the branch. Implementing this mandate necessitates on-going interaction with institutional, federal and other provincial representatives. The main areas of focus for the branch are: co-ordinating apprenticeship and journeyman training and examination schedules; co-ordinating examination security and trade certification standards and maintaining the electronic data base used by the Apprenticeship and Trade Certification programs. The branch's responsibilities are divided among three units: Trade Training and Institute Liaison; Examination and Certification and Data and Records Control.

Trade Training and Institute Liaison co-ordinates apprentice and journeyman training in consultation with colleges and technical training institutes. Based upon annually estimated training requirements, this unit arranges classroom space, trainee quotas and training dates to meet the industry needs. Working in co-operation with provincial and federal agencies, the unit also monitors classes by maintaining a base of information and statistics.

In 1989, school attendance totalled 14,176 including 2,164 journeymen who completed technical training classes to update their trade skills. Additionally, 3,669 apprentices graduated from their programs and obtained journeyman certification.

POLICY AND PROGRAM DEVELOPMENT DIVISION

Examination and Certification Unit

Unit is responsible for the maintenance of provincial examination security and certification standards. This unit marks the apprenticeship and journeyman examinations, evaluates the examination and classroom training results for apprentices, journeymen and pre-employment candidates and issues trade certificates. In addition, it provides examination inventories and administrative support to regional examination locations.

In 1989, a total of 31,926 examinations were administered and 6,389 journeyman certificates issued, 3,177 of which qualified for a Red Seal Interprovincial endorsement. In addition, 2,006 Updating Course Cards were issued to Certified journeymen.

Data and Records Control Unit

co-ordinates the development and maintenance of a comprehensive electronic data processing system to maintain historic and current records for all Alberta journeymen and apprentices. This unit also provides administrative support functions such as word processing, bookkeeping, filing and data control. Additionally, this unit issues record books and updates individual training and certification records.

PROGRAM DEVELOPMENT AND STANDARDS BRANCH

The mandate of Program Development and Standards concentrates on program development including developing, revising and maintaining course outlines, examinations,

record books and trade regulations for 53 designated trades. This mandate involves numerous meetings and contact with various apprenticeship Committees, especially Provincial Apprenticeship committees, to ensure industry is significantly involved in keeping curriculum relevant to, and current with, acceptable trade practices.

In addition, the branch reviews and approves accreditation for trade-related programs offered by post-secondary institutions in Alberta with the standards being set by the Provincial Apprenticeship Committee for each trade.

Further to the branch's mandate, two specific occupational surveys were completed and progress is underway in response to five requests made by industry to designate new trades. The branch also developed and revised 24 course outlines, 63 trade examinations, nine trade regulations and seven record books. These activities are directly related to the continual interaction with industry as reflected in the 21 Provincial Apprenticeship Committee meetings, 60 Provincial Apprenticeship Sub-Committee meetings and over 210 senior and joint instructor meetings organized during this year. The branch was also involved in a total of 535 liaison calls and other committee meetings in performing their duties.

The five year experiment, the Competency Based Apprenticeship Training (CBAT) project, was initiated to assess the viability of competency based technical training for apprentices. In 1989-90

POLICY AND PROGRAM DEVELOPMENT DIVISION

the experiment included 550 first period apprentices and 500 second period apprentices in the electrician, carpenter and welder trades at Northern Alberta Institute of Technology, Southern Alberta Institute of Technology, Red Deer College and Lethbridge Community College. The third period modules are being developed and will be implemented in September 1990.

The branch also participated in the Interprovincial Red Seal Program. This program permits mobility to qualified trades people in the designated Red Seal Trades throughout Canada. This is accomplished in co-ordination with the other provinces, territories and the federal government. In the interprovincial programs, examinations are available in 26 trades. The branch activities in this regard involved reviewing and revising examinations and participating in the work of the Interprovincial Standards Examination Committee, developing six new interprovincial examinations while assisting in nine others and preparing reports of 12 National Trade Analysis and updating 12 Occupational Monographs.

The branch continued its work in developing and revising over 300 journeyman updating courses, which are designed to keep journeymen abreast of new technology in their trades.

PROGRAM PLANNING BRANCH

The branch continued its management of the Computer Based Apprenticeship Training (CBAT) project during 1989-90. CBAT is a new approach to the training of apprentices which allows each individual to progress through the training at a rate determined by his or her own capabilities and work experience. One of the branch's primary CBAT related tasks over the past year was an evaluation of this project's first year of operations. The branch also initiated the second year of CBAT operations and commenced the evaluation process relative to the second year of CBAT.

The branch also co-ordinated the development and implementation of a province-wide apprenticeship awareness promotion program in 1989-90. This program was initiated in response to potential shortages of skilled tradespersons over the next few years as a consequence of anticipated significantly increased economic activity across the province. The program included both a mass media campaign (television, radio and newspaper advertisements) and an employer mailout targetted at all registered employers of tradespersons in the province. The goal of the employer mailout was to influence employers to sign-up apprentices while the goal of the mass media campaign was to enhance the image of the trades while also promoting awareness of the trades as a viable career option. In addition to co-ordinating the development and implementation of all advertising, the branch

was also directly responsible for developing the various print materials required for the employer mailout campaign. The branch also initiated and co-ordinated the development of posters, lapel pins and other apprenticeship promotion materials to be used during the campaign and beyond.

In January 1990, the branch's role and responsibilities were changed to that of policy analysis and evaluation. As a consequence, responsibility for the Apprenticeship Awareness Promotion Program was passed on to the Communications Branch, while responsibility for the project's administration (excluding evaluation) was transferred to the Program Development and Standards Branch of Apprenticeship and Trade Certification.

ACCESS INITIATIVES BRANCH

In 1989-90 the Access Initiatives Branch continued to focus on minimizing the barriers that cause difficulty for certain individuals when attempting to gain access to and fully participate in the Apprenticeship and Trade Certification Program. The branch's activities focused on women, Natives, persons with disabilities, visible minorities, immigrants, older workers and youth. Access Initiatives also provided practical assistance to apprentices with special needs, including incarcerated and paroled individuals and those with disabilities.

To promote the awareness of persons with disabilities, a brochure entitled Focus on Ability was developed and mailed to more than 60,000 small and medium-sized private-sector employers in Alberta. Print media advertisements, under the heading Today's Employers Know a Good Investment When They See One, were run in magazines and daily and weekly newspapers throughout the province, to raise employer awareness of the benefits of employing individuals from minority groups, older workers, persons with disabilities and other non-traditional workers.

A 15-minute video, The Job Hunt, was developed by the Access Initiatives Branch and was introduced in November 1989 during Canada Career Week. The video was distributed to Career Development Centres and made available free of charge to community groups.

Twenty-one two-day Opening Doors to the Trades and Technologies workshops were held for career advisors and counsellors from governments and community agencies. Similar one-day workshops were held for teachers and counsellors in the school system in co-ordination with the Education Response Centre of Alberta Education.

A handbook for junior high school teachers entitled A Career in the Trades or Technologies was developed and distributed to Alberta schools along with the poster Plot Your Course, designed to encourage girls and boys to take more mathematics and science courses in preparation for a wider range of

POLICY AND PROGRAM DEVELOPMENT DIVISION

career choices, including the trades and technologies, where women have traditionally been a small minority. Women currently represent less than 10 per cent of journeymen and apprentices in most trades.

In 1989-90, Access Initiatives provided apprenticeship examination assistance to individuals with special needs, including those in the correctional system, throughout Alberta.

THE APPRENTICESHIP AND TRADE CERTIFICATION BOARD

The Apprenticeship and Trade Certification Board, under the authority of The Manpower Development Act, provides a voice for industry (employers and employees) as well as the general public in apprenticeship and trade certification matters. The board is comprised of a chairman, a minimum of three employer representatives and an equal number of employee representatives, and the Executive Director of Apprenticeship and Trade Certification. Also included are two members representing the general public. Additionally, two alternate members, one representing employers and the other representing employees, are available in the absence of a regular member.

The board's primary function is to advise the Minister of Career Development and Employment on all matters pertaining to apprenticeship training and certification. Its functions include reviewing

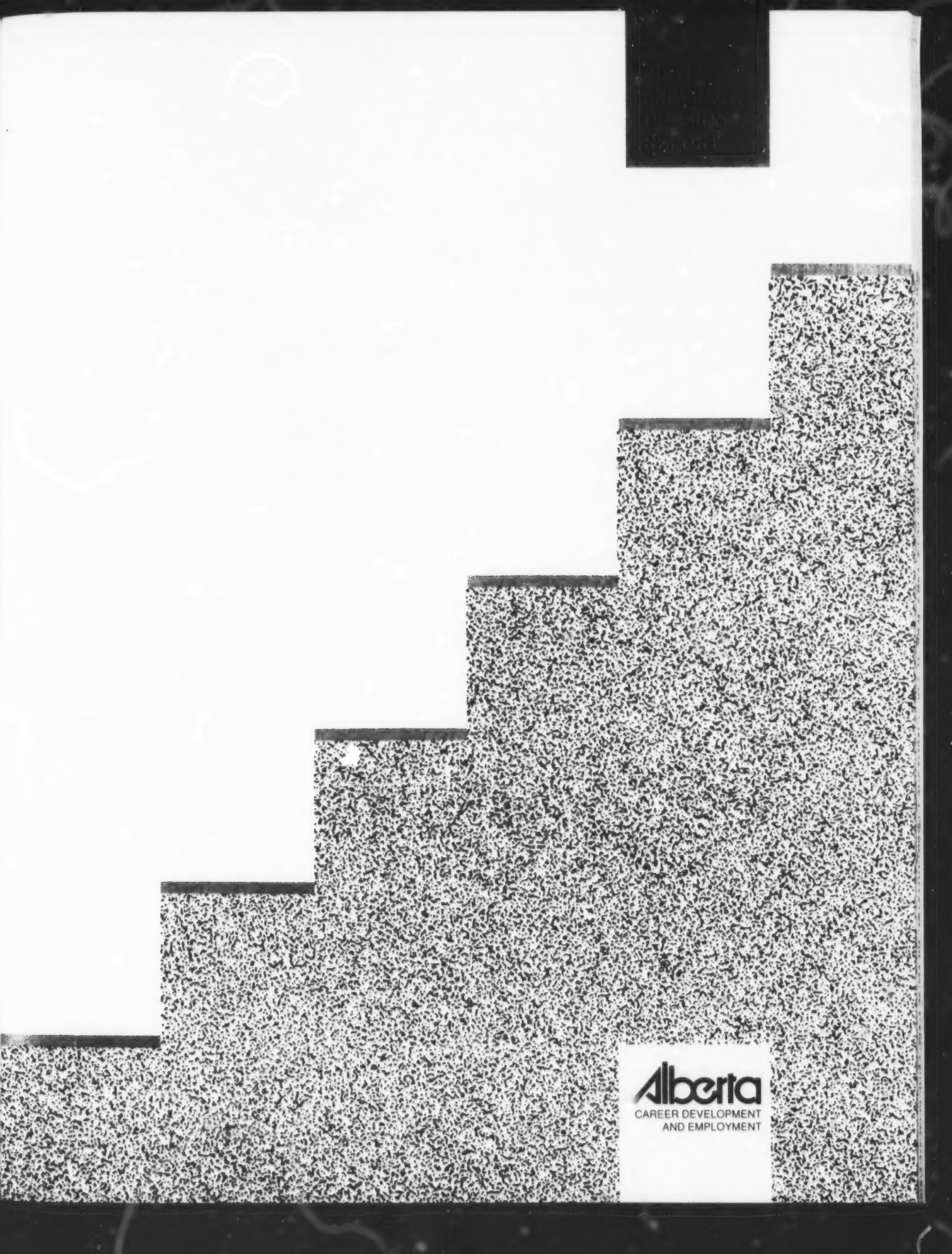
petitions for designation of new trades and assessing recommendations from Provincial Apprenticeship Committees relative to various trade regulations and training programs. The board also hears and rules on appeals regarding decisions made by the Executive Director. Additionally, the board has the authority to appoint Local Apprenticeship Committee members.

In making policy decisions and carrying out its obligations, the board draws upon the expertise of 53 Provincial Apprenticeship Committees – one for each active, designated trade. Membership on the Provincial Apprenticeship Committees consists of all Local Apprenticeship Committee members, of which there are approximately 850 representing all areas of Alberta. In addition, the board has the authority to call public meetings to broaden the level of input into matters relating to its responsibilities under the act.

**IMMIGRATION
AND
SETTLEMENT
PROGRAMS**

The Canada/Alberta Immigration Agreement delineates federal and provincial responsibilities for immigration and settlement. Alberta Career Development and Employment is responsible for provincial immigration matters. To ensure consistent policy interpretation and operational direction between both orders of government on immigration into Alberta, the department co-chairs, along with Canada Employment and Immigration, a Joint Committee on Policy and an Implementation Committee to coordinate program delivery.

Immigration and Settlement Programs is responsible for development of the appropriate program elements in immigration, settlement and English as a Second Language (ESL).



Alberta
CAREER DEVELOPMENT
AND EMPLOYMENT

FIELD SERVICES

FIELD SERVICES DIVISION 1989-90

Assistant Deputy Minister

– Dave Chabillon

Executive Director Corporate
Delivered Programs

– Jim Geekie

Director of Operations Support

– Ed Gromek

Director of Operations Planning

– Michael Carpenter

Northern Regional Director

– **John Van Eden (Acting)**

Fort McMurray Area Manager

– Olie Schell

Grande Prairie Area Manager

– Judy Panko

High Level Area Manager

– Daniel Szoo

Peace River Area Manager

– Darrell Williamson

Slave Lake Area Manager

– Bill Smith

Central Regional Director

– **John Van Eden**

Bonnyville Area Manager

– John Irwin

Edmonton Metro Manager

– Karen Fingas

Hinton Area Manager

– Bill Sartorius

Vermilion Area Manager

– Ed Kulak

Southern Regional Director

– **Ivan Cancik**

Calgary Metro Manager

– Alan Edser

Lethbridge Area Manager

– Brad Gillespie

Red Deer Area Manager

– Brian Lupul

Field Services Division is the department's primary delivery arm and provides the major link for individuals, employers and agencies who access Career Development and Employment programs and services.

MANDATE

Field Services co-ordinates and controls the province-wide delivery of regionalized department programs and services. In co-operation with other divisions of the department, Field Services reviews the effectiveness of programs and services, as well as the current Alberta labour market and economic environment. It also works to improve these programs and services in response to needs identified at the direct-service level. As well, it seeks to influence government departments and agencies in an attempt to meet the needs of individuals and employers in Alberta.

ROLE

DIVISIONAL
ACTIVITIES

In 1989-90, Field Services continued to assume additional responsibilities for the delivery of department programs and services as part of an ongoing re-organization.

Re-organization of Field Services corporate headquarters allowed for the transfer of delivery responsibilities for the following programs: International Marketing; Quebec/Alberta Student Employment Exchange; Alberta Vocational Training (students and program support); Vocational Rehabilitation of Disabled Persons; Private Vocational Schools Programs and the Tailor-Made Training Program.

Career Development and Employment was a key player in establishing the Alberta Forest Industry Training co-ordination committee, composed of representatives from across government. Its responsibility was to co-ordinate training-related activities. The committee prepared a Forest Industry Training Strategy, which recommended establishment of a private sector Training Council to provide recommendations to the Minister of Career Development and Employment on the need for and nature of training for the forest industry in Alberta. As a result, a Training Council has been established by Ministerial Order.

The department entered into a number of local area agreements with Alberta Family and Social Services and the Canada Employment and Immigration Commission, to facilitate the co-ordinated delivery of programs and services targeted at social

allowance recipients. A process for identifying pre-employment counselling needs and for establishing contracted services to address these needs was developed and implemented.

The Edmonton Youth Employment Services Centre, jointly funded and staffed by Alberta Career Development and Canada Employment and Immigration Commission, addressed the labour market concerns of youth (16-24) through career and employment counselling services, job referral and placement.

Regional staff continued to be involved in planning activities related to the Husky Bi-Provincial Upgrader project at Lloydminster through participation on the Inter-governmental Employment Benefits Committee. A major focus of the committee was to assist Husky in developing a human resource plan, which ensures access to employment opportunities for local residents, Natives and other designated groups.

The department chaired an Employment and Training Benefits Committee, which worked with OSLO to develop a human resource plan. The objective of this process was to maximize employment and training opportunities for local residents.

The Claims Processing Unit was responsible for processing expenditure transactions of employers' claims relating to labour market support and training programs. Approximately 90,591 claims were processed during the year.

FIELD SERVICES

CONSOLIDATION OF DEPARTMENT FIELD OFFICES

Consolidation of department field offices in each geographic location continued through 1989-90 in an effort to increase public awareness of, and ease of access to, the department's programs and services. The Career Development Centres in Calgary, Red Deer, High Level and Camrose moved into new facilities. Extensive planning and cross-training of staff occurred throughout the province.

OUTREACH INITIATIVES

In 1989-90, service to the public was a major priority of field offices staff throughout the province. Other responsibilities of Field Services Division included: liaison with employers and community organizations; marketing programs and services; investigating local labour market needs and promoting the career development concept within the community. As well, Field Services staff consulted regularly with their federal and provincial counterparts to ensure present and future labour market requirements of individuals and employers in Alberta were met.

Field Services Offices were located in the following centres:

North Regional Head Quarters

(Peace River)
Peace River
Calling Lake
Fort Chipewyan
Fort McMurray
Grande Prairie
Fort Vermilion
High Level
High Prairie
Janvier
Slave Lake
Trout Lake
Wabasca

Central Regional Head Quarters

(Edmonton)
Edmonton
Ardmore
Bonnyville
Camrose
Drayton Valley (Satellite Office)
Hinton
Lac La Biche
Lloydminster
St. Paul
Vermilion
Wetaskiwin (Satellite Office)
Whitecourt

South Regional Head Quarters

(Calgary)
Calgary
Lethbridge
Medicine Hat
Pincher Creek
Red Deer
Rocky Mountain House



Alberta
CAREER DEVELOPMENT
AND EMPLOYMENT

LABOUR MARKET RESEARCH DIVISION

LABOUR MARKET RESEARCH DIVISION 1989-90

Executive Director – Labour
Market Research
– Jim Corneil

Director – Labour Market Industry
Analysis
– Bev MacKeen

Director – Labour Market Program
Evaluation
– Bill Wong

Director – Labour Market
Statistics
– Bob Nicoll

MANDATE

The Labour Market Research Division is responsible for undertaking labour market research, developing and analyzing labour market and related data, providing evaluation services and offering advice that assists the department in the development and delivery of its programs and services throughout the province.

ROLE

During the fiscal year, the division conducted research and analysis to identify Alberta's past and most probable future labour market conditions and determined their implications for the provision of Career Development and Employment programs and services for adult Albertans. The information was generated and maintained in a number of ways including in-house research, contracts with external consultants and a co-operative information exchange with other departments and agencies in Alberta and the rest of Canada.

**LABOUR
MARKET
RESEARCH
DIVISION**

**DIVISIONAL
ACTIVITIES**

**LABOUR
MARKET
INDUSTRY
ANALYSIS AND
TRAINING
INFORMATION
BRANCH**

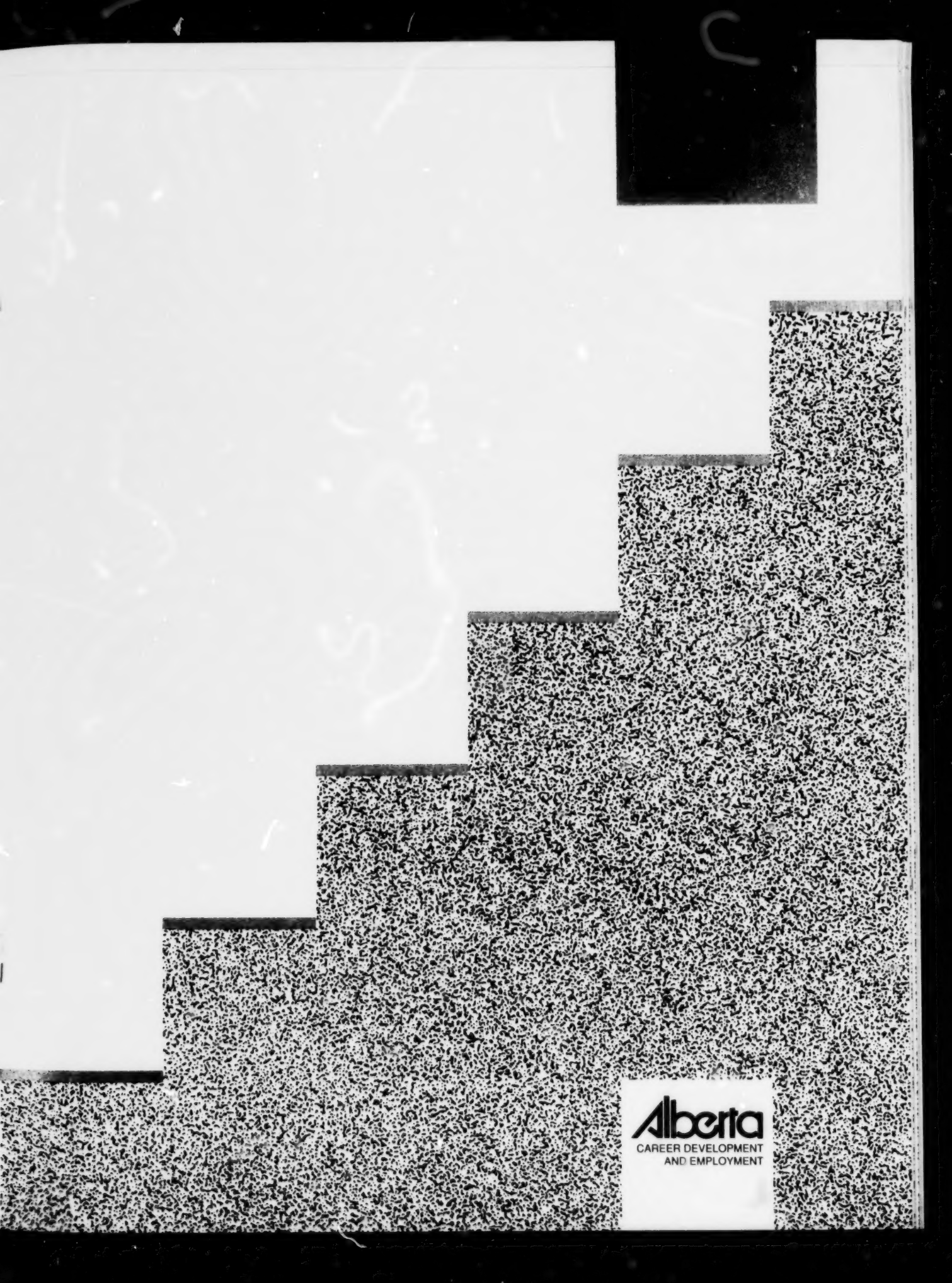
The Labour Market Industry Analysis and Training Information Branch compiled and analyzed information on changes in labour market conditions in the province's various industries in order to assist in the development of appropriate training and employment programs. The branch's activities included continued analysis of the occupational requirements of Alberta's major resource projects, a study to determine the possibility of skill shortages in Alberta as a result of new resource developments and further follow-up research concerning graduates of Alberta colleges and technical institutions. The branch is also responsible for obtaining industry specific labour market research from other jurisdictions and for assisting in the development of the department's labour market strategy. In addition, it is responsible for the compilation and analysis of data on education and training programs in Alberta.

The Labour Market Program Evaluation Branch's activities were directed at program evaluation, demography and immigration. In terms of program evaluation, activities included evaluating some of the department's training and employment programs, the analysis and interpretation of program information and the assessment of program impacts and rationale. Information pertaining to population change, interprovincial migration and immigration was compiled and analyzed. The branch also developed population projections, analyzed Alberta demographic trends and compiled information on the province's disabled, social allowance recipients, Natives and older workers.

**LABOUR
MARKET
PROGRAM
EVALUATION
BRANCH**

**LABOUR
MARKET
RESEARCH
DIVISION****LABOUR
MARKET
STATISTICS
BRANCH**

The Labour Market Statistics Branch collected, developed and analyzed data on labour market trends and conditions in Aiberta. This included monitoring current economic indicators, employment trends and unemployment statistics in the province and its regions, as well as industries and occupations. Other activities included developing an information base on the construction industry, forecasting employment and occupational trends and enhancing available regional statistics. The branch also examined the impact federal and provincial policy changes had on the Alberta labour market. In addition, the branch closely monitored labour market research being done by other agencies in other jurisdictions. Providing information and advice to the Minister was also the responsibility of the branch.



Alberta
CAREER DEVELOPMENT
AND EMPLOYMENT

FINANCE AND ADMINISTRATIVE SERVICES DIVISION

FINANCE AND ADMINISTRATIVE SERVICES DIVISION 1989-90

Executive Director – Finance and
Administrative Services Division
– Ried Zittlau

Director – Finance
– Schubert Kwan

Director – Human Resource
Services
– Jeff Thompson

Director – Administrative Services
– Dennis Hill

Director – Communications
– Anthony D. Gronow

MANDATE

The Finance and Administrative Services Division provides advice, direction and coordination in the development and operation of departmental support services.

ROLE

The division is organized into four branches: Finance; Human Resource Services; Administrative Services and Communications.

The Finance Branch is responsible for the budgeting, disbursement, monitoring and control of departmental funds, and for the development and implementation of policies, procedures and financial systems that ensure efficient and effective financial management.

The Human Resource Services Branch is responsible for the planning, development, implementation and administration of human resource programs and for interpreting and advising on personnel policy.

The Administrative Services Branch is responsible for the provision of administrative services that include systems development, legislative and library services, records management and facilities management.

The Communications Branch is staffed by communications staff seconded from the Public Affairs Bureau. The branch is responsible for ensuring the public and news media are well informed of the department's programs and services.

FINANCE AND ADMINISTRATIVE SERVICES DIVISION

DIVISIONAL ACTIVITIES

FINANCE BRANCH

The Finance Branch directs and monitors financial transactions and provides financial leadership and control for the department. The branch is responsible for the development of an effective budget planning and review process. The activities of the branch fall into three main areas: financial planning; accounts processing and audit.

FINANCIAL PLANNING

This unit is responsible for preparing the annual estimates of expenditures for all programs and services related to the mandate of the department.

The unit also monitors expenditures in relation to authorized budgetary levels and provides guidance and consultation to departmental managers in the areas of financial planning and fiscal administration. This responsibility is met through the production of financial control reports which include a Cash Flow Report, Salaries and Wages Control Report, Fixed Asset Control Report and a Program Expenditure and Commitment Forecast Report. These reports are designed to assist departmental managers with financial decision-making and in monitoring and forecasting their expenditures in relation to budgetary authority.

The unit also initiates and processes all budgetary transfers including transfers to other government departments for their participation and delivery of Career Development and Employment programs

such as STEP, PEP, Employment Skills, Special Placement Work Experience, Alberta Vocational Training, Language Training, Federal Training Purchases and Skills Shortages Apprenticeship Training.

ACCOUNTS PROCESSING

This unit processes all revenue and expenditure transactions for the department, other than employer's claims relating to labour market support programs. Approximately 19,500 invoices and expense accounts were processed through the DFS/CFS system using remote data entry. The unit also administers accounts receivable through monitoring, control and collection of amounts refundable to the department.

In addition, the unit monitors and reconciles the processing of vocational training allowances for about 15,000 students annually, and processes wage commencements and timesheets for about 650 participants in work experience programs such as the Opportunity Corps Program and the employment support programs.

AUDIT

This unit provides an independent and objective review of the various labour market programs delivered by the department. To ensure the integrity of these programs, checks are made for compliance with program guidelines, terms and conditions. Corrective action is recommended to counteract undesirable trends and, on an on-going

FINANCE AND ADMINISTRATIVE SERVICES DIVISION

basis, to influence the modification of program guidelines where appropriate. During 1989-90, the audit unit conducted approximately 500 audits. The audit unit also reviews the financial and internal control systems of the department.

The Administrative Services Branch provides advisory and support service relating to the development, operation and maintenance of departmental information processing systems and to the acquisition of appropriate information processing equipment. It is also responsible for legislative and library services, records management, facilities management, equipment and supply services, departmental mail and messenger services.

ADMINISTRATIVE SERVICES BRANCH

COMPUTER SERVICES

In 1989-90 the Computer Services Unit acquired and installed \$485,000 of microcomputers and communications equipment throughout the province in support of regionalized program delivery.

A senior planning analyst position was established in 1989-90. Substantial work was completed in developing a strategic Electronic Data Processing (EDP) plan to supplement the annual operational plan. The result of this planning exercise was a major increase in the fixed asset component of the EDP budget to support the implementation of an office automation system. A pilot project for electronic mail has been initiated with full implementation targeted for the 1990-91 fiscal year.

With the move to CityCentre, the department's mini computer was relocated from its off-site location to an environmentally controlled in-house facility. This enhanced the efficiency of the computing facility and reduced the operational costs.

FINANCE AND ADMINISTRATIVE SERVICES DIVISION

During 1989-90, development commenced on two major systems: the Vocational Training Information System and the Opportunity Corps Information System. These systems will provide standardized software and common systems interface which will eventually be extended to all departmental systems. Software conversion and system enhancements also were initiated on the Skilled Trades Information System.

LEGISLATIVE AND LIBRARY SERVICES

Legislative Services provides services which support the development of the department's policies and programs. The unit is responsible for reviewing and co-ordinating the development or revision of provincial legislation related to Career Development and Employment. Together with Alberta Attorney General, the unit also co-ordinates the provision of legal services to the department, and drafts, reviews and processes agreements entered into on behalf of the Minister.

During the year, contract seminars were presented to employees to facilitate their understanding of contracts and the contract process. In response to an increasing demand for services, an outside management review of legislative services was undertaken to gather information about the likely future demand for legislative and legal services and to identify the most effective approach for responding to that demand.

Library services are provided to employees of the department, career practitioners and others concerned with or involved with issues, concepts and practices relating to career development, training and the labour market.

During the year, the library expanded its data base of holdings and began integrating and cataloguing the holdings of the Career Programs and Resources library. The combined collection of over 10,000 books and documents, 360 journals and newsletter subscriptions and 200 audio-visual items, provides comprehensive coverage in areas pertinent to the mandate of the department.

RECORDS AND FORMS SERVICES

A computer-assisted file system was developed, implemented and refined for the standard file classification system. The system automates the maintenance and updating of file manuals, indexes, disposal data, records projects and cost analysis reports.

Extensive work was completed in developing an electronic filing system for computer-generated correspondence and records. This system is currently being piloted and is expected to be fully operational throughout the department in 1990-91.

The forms service was very active during the year. The number of official forms in use was reduced by approximately 35 per cent, primarily through combination and

FINANCE AND ADMINISTRATIVE SERVICES DIVISION

elimination of existing forms. In addition, Records and Forms Services played a significant role in the development of a report on common usage forms in the Government of Alberta which focused on improving and reducing clerical processing of paper in all departments.

The mail service moved four million plus pieces of mail for the department this year. Cost saving bulk mailouts and other economy measures were routinely employed.

The unit also played an important support role in facilitating the move of corporate headquarters to the new CityCentre building.

FACILITIES MANAGEMENT

The Facilities Management Unit provides advisory and supportive services through the co-ordination of accommodation projects; acquisition and maintenance of office supplies, furniture, equipment and telecommunication requirements; management of inventory; departmental identification; risk management and insurance; Central Vehicle leasing and preventative vehicle maintenance and motor vehicle safety.

The relocation of corporate headquarters from Park Square to CityCentre in February 1990 concluded two and a half years of planning, designing, construction and finally, the actual move. In addition to this undertaking, a number of other facilities were relocated, amalgamated or improved. Health and safety improvements were made to the High Prairie

Brost building which houses the Opportunity Corps. Calgary offices relocated from the Guido and 1015 Centre Street buildings to Century Park Place in May 1989. In September 1989, Red Deer moved offices from the third and fifth floors of the Provincial Building to new space on the second floor. The Camrose office was relocated from the basement of the Provincial Building to new space in the Co-Operator's Building in December 1989. The total budget associated with these projects totalled \$3,622,500.

The unit processed 38 insurance claims relating to vehicle and property management issues. Seventy-six photocopiers and 36 facsimile machines were leased throughout the province. A total of 128 short-term, seasonal and permanent vehicles were leased to meet client needs.

During the year, Facilities Management acquired fixed assets totalling \$536,093. In addition, furniture acquisitions for the department from non-project funds amounted to \$76,000. The unit also oversaw the transfer of the fixed asset inventory to a new system which currently includes 12,261 active items valued at \$6,036,575. Bar coding of fixed assets was implemented at locations in Peace River, Grande Prairie, Ardmore, Whitecourt and Lac La Biche.

Facilities Management co-ordinates 372 parking stalls in 37 lots throughout Alberta. The unit processed 89 telecommunication requests as well as having four new phone systems installed in

FINANCE AND ADMINISTRATIVE SERVICES DIVISION

Edmonton, Calgary, Red Deer and Camrose. Approximately 500 staff identification card photos were taken.

Facilities Management staff also became involved with the National Institute of Governmental Purchasing, Canada West Chapter, and were active participants in the Fixed Asset Management Association which hosted a successful two-day bar coding seminar in Edmonton in February 1990.

HUMAN RESOURCE SERVICES BRANCH

The Human Resource Services Branch is responsible for providing recruitment, selection, classification and employee relations services to the department. The branch also provides consultative and support services in the areas of employee development, human resource planning and occupational health and safety.

RECRUITMENT AND CLASSIFICATION

During the year, 70 positions were filled through the competition process, an increase of 59 per cent.

The number of classification transactions reviewed and finalized totaled 183, a 54 per cent increase. In addition to these transactions, 264 administrative support positions were reviewed subsequent to the Public Service Administrative Support Class Series Review. Branch personnel served on both the steering and technical advisory committees of the project.

HUMAN RESOURCE PLANNING

The 1989-90 year marked the first full year of operation of the department Human Resource Planning project. Most managerial/supervisory staff attended Career Coaching seminars, designed to enhance their employee development capabilities.

Ninety-two appointments were made by staff for career counselling with the departmental counsellor, with many staff members voluntar-

FINANCE AND ADMINISTRATIVE SERVICES DIVISION

ily completing the Career Goals form. Biographical profiles of all staff were completed and confirmed, and the first round of forecasts by positions were finalized for presentation to executive staff.

TRAINING AND DEVELOPMENT

Departmental staff attended a total of 977 training events in 1989-90. Of these, 496 were presented by external organizations, while 481 were delivered by the department or by the Personnel Administration Office (PAO).

OCCUPATIONAL HEALTH AND SAFETY

The summer 1989 Occupational Health and Safety tour of the Opportunity Corps facilities revealed concerns around ventilation and hearing protection. These issues are being systematically addressed by management. However, the age of equipment and facilities has hampered progress in some isolated areas. Occupational Health and Safety Branch (PAO) has recognized this and congratulated Corps employees on their effort to date.

The Communications Branch performed a wide range of communications functions to ensure the public, government departments, agencies and media were well-informed about the programs and services offered by the department. These included: co-ordination of printing; graphic design; audio-visual production and advertising services; media relations; public relations consulting services and writing and editorial assistance. In doing so, the branch co-ordinated the promotion of departmental programs designed to develop and maintain the highest possible levels of employment in the province.

Communications counsel was provided to the Minister's office, senior officials and other members of the department. As well, speaking notes were prepared for the Minister on a regular basis.

During the year under review, public and media interest in the department remained high and the branch responded to a large volume of media enquiries.

The branch launched the Apprenticeship Awareness Promotion Program in February 1990, which involved a direct mail campaign to over 20,000 Alberta businesses and an extensive advertising campaign. The branch also produced a series of information brochures, posters and promotional items as part of the program. The objective of the program was to heighten public awareness of the value and need for apprenticeship training.

COMMUNICATIONS BRANCH

**FINANCE AND
ADMINISTRATIVE
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DIVISION**

Four issues of the new Career Development and Employment staff newsletter were produced and distributed to staff and a newspaper clipping service, "Newslines" was provided to all senior staff within the department.

Together with the Labour Market Statistics Branch a news release on Alberta's labour market situation was prepared on a monthly basis. Initial steps were taken to encourage media to work more closely with the department in covering the labour force statistics each month.

The branch helped organize a media conference to announce the Alberta Government's \$9.6 million Alberta Forest Industry Training Strategy in November.

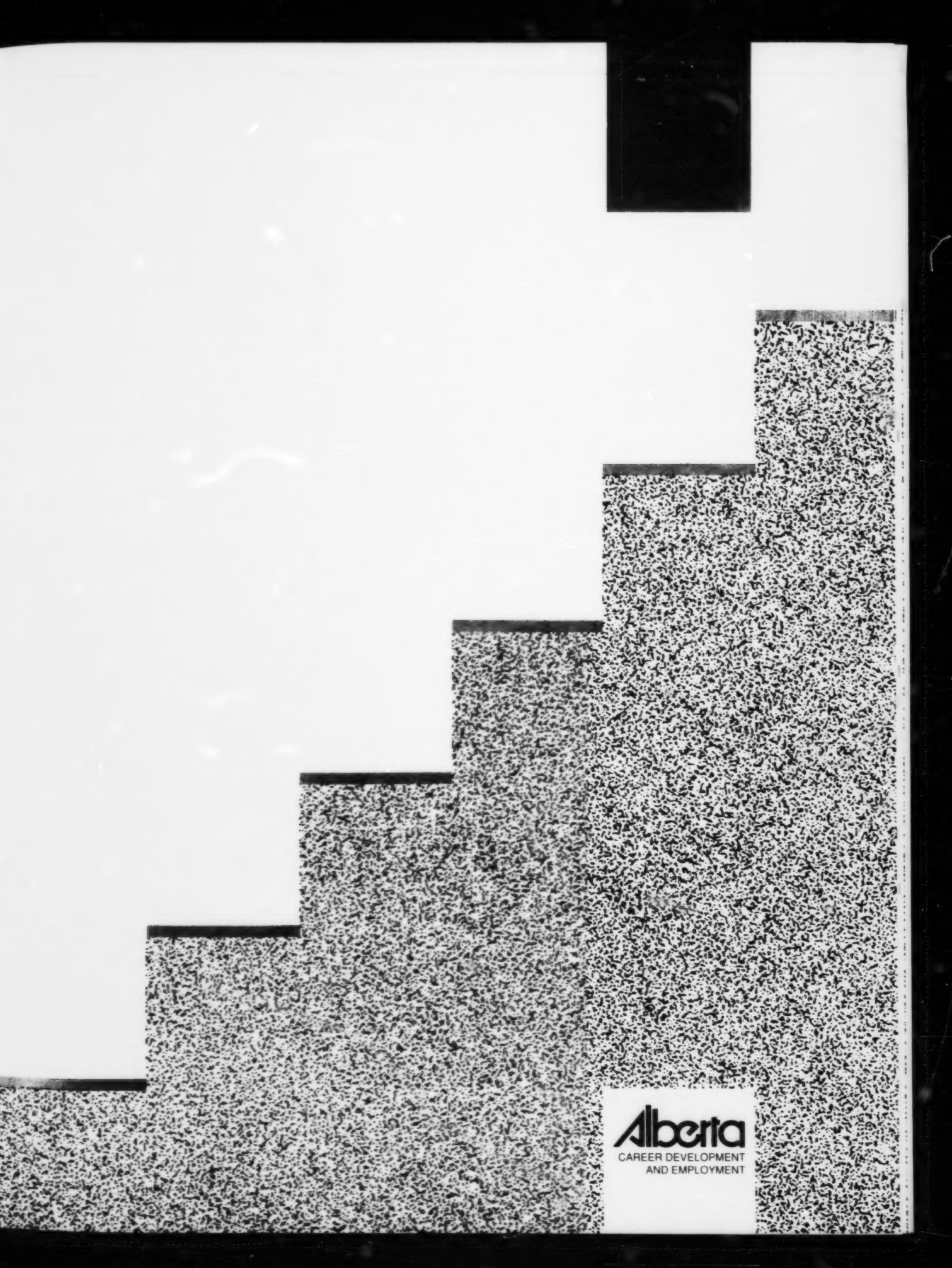
In co-operation with the Access Initiatives Branch, Communications developed a number of initiatives, including the production of a 15-minute video entitled *The Job Search, New Opportunities*. Aimed at individuals with high school education or less, its objective was to help deal with problems encountered when entering or re-entering the labour market. As well, a major advertising campaign, complemented by a series of posters, was developed using the slogan *Ability Hires Ability*. The campaign was launched to promote hiring of those individuals not traditionally considered as the primary audience for recruitment.

The branch edited and produced the department's Annual Report

and revamped the Hire A Student program's promotional materials by using brighter more youthful colors.

Communications staff also helped organize a number of Career Development Centre official openings and other special events throughout the province.





Alberta
CAREER DEVELOPMENT
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PROGRAMS AND SERVICES

ALBERTA CAREER DEVELOPMENT CENTRES (CDCS)

Alberta Career Development Centres (CDCs) are the decentralized delivery arm of Field Services Division.

Area field offices, located throughout the province of Alberta, provide "one stop shopping" for all decentralized departmental programs and services. Authority for decision making is vested with area field offices, allowing for a better understanding of local needs and more flexible and rapid response.

The following programs and services can be accessed through CDCs:

Alberta Training Program

Alberta Youth Employment and Training Program

Alberta Apprenticeship and Trade Certification Program

Alberta Career Counselling Program

Alberta Vocational Training Program

Alberta Vocational Rehabilitation of Disabled Persons Program

Alberta Opportunity Corps

Alberta Employment Alternatives Program

* Whitecourt Learning Centre

* Available only at Whitecourt Career Development Centre

The Alberta Training Program, the Part-Time Computer Training and the Tailor-Made Training Program provided financial support to employers for the training and retraining of employees in medium and high skill occupations.

During the year 12,717 trainees were funded with expenditures totalling \$12,686,208.

ALBERTA TRAINING PROGRAM (ATP)

The Alberta Youth Employment and Training Program is designed to assist young Albertans establish careers by providing career guidance, work experience and training. The program consists of two elements: the Post-Secondary Internship and Training element for recent post-secondary graduates that are unemployed, and the Youth Work Experience and Training elements for unemployed youth between the ages of 16 and 24.

During the year 3,964 Alberta youths received varying degrees of work experience and training with expenditures totalling \$9,479,495.

Under the Youth Work Experience and Training element, half-day career guidance workshops were offered through Alberta Career Development Centres and/or the Edmonton Youth Employment Services Centre. All youth employed through this program element were invited to attend workshops and employers were required to allow Youth Work Experience and Training employees paid time off to attend.

ALBERTA YOUTH EMPLOYMENT AND TRAINING PROGRAM (AYETP)

PROGRAMS AND SERVICES

ALBERTA APPRENTICESHIP AND TRADE CERTIFICATION PROGRAM

Field consultants operating in Career Development Centres (CDCs) are the government's primary contact with industry in apprenticeship and trade certification. This role ensures that both employers and employees are counselled on apprenticeship training and journeyman certification in the 52 designated trades. While the field consultant's mandate involves ensuring application and enforcement of The Manpower Development Act, the emphasis is on developing positive relations to encourage satisfying training and certification needs.

Field consultants provide ready access for both the employer and employee through office visits or staff visits to the job site.

The purpose of these visits is to obtain information on apprenticeship and trade certification, or express concerns related to The Manpower Development Act and trade regulations.

Additional visits were made in response to questions concerning applications, pre-employment requirements and other departmental programs. Public complaints, regarding possible violations of The Manpower Development Act and trade regulations, were also followed up through visits.

Committee and school liaison work completes the major activities of the field consultants. Local Apprenticeship Committee meetings totalled 203 and 575 high school presentations were made

during 1989-90. The former activity is crucial as the local Apprenticeship Committees comprise the backbone of the official interaction between industry and government on apprenticeship matters. The presentations to young people focused on promoting the merits of a career in the trades. In addition to presentations to high schools, school liaison activity also involved visits to ensure that the needs of instructors and apprentices attending technical training classes were met.

Industry pays the high proportion of training dollars for each apprentice graduating. Greater emphasis is being placed on encouraging individuals to investigate the apprenticeship programs available and in servicing the needs of employers prepared to facilitate apprentices.

Career counsellors in each centre offered programs and services designed to assist adult Albertans in planning their careers. Activities include individual and group counselling, interest testing and referrals for education, training and student support services. A major emphasis is placed on career development services for unemployed Albertans. These services are offered through regular Job Clubs and Job Search Workshops.

A variety of career counselling services for youth were provided during the year in conjunction with

ALBERTA CAREER COUNSELLING PROGRAM

PROGRAMS AND SERVICES

the department's Alberta Youth Employment and Training Program. Counsellors provided information to individuals about the programs and certified those people hired under the youth Employment element. Counsellors continued to emphasize group programs such as Career Planning, Advance Career Planning, Occupational Choices seminars, Job Search Strategies, Career Transitions, Career Decision Making and Job Dissatisfaction.

ALBERTA VOCATIONAL TRAINING PROGRAM (AVT)

The Alberta Vocational Training program funds short-term, vocational training at various institutions throughout Alberta. Through AVT the department can expand institutional programs to meet the emerging needs of both the individual and industry. The department also delivers programs in small communities, provides English as a Second Language (ESL) training to immigrants and provides "ad hoc" programs which meet needs identified by Canada Employment and Immigration. AVT funded 333 programs throughout the province, providing vocational training to 24,685 individuals during the year.

The program is cost shared with the federal government under the Vocational Rehabilitation of Disabled Persons Agreement. Through the program, the department offered vocational assessment and career counselling services and financial support to disabled Albertans to assist them with their vocational training. Specialized equipment and specialized services such as tutors and interpreters were made available. Disabled people accessed training at post-secondary institutions throughout Alberta.

ALBERTA VOCATIONAL REHABILITATION OF DISABLED PERSONS PROGRAM (VRDP)

The purpose of the Opportunity Corps is to develop the employment-related skills of Albertans who are incapable, ineligible, or unable to gain employment or enter more formal training programs. While assisting trainees to develop employment-related skills, the Opportunity Corps also encourages the enhancement of proper work habits, self-confidence and the ability to set career goals. It offers trainees the opportunity for personal growth and the chance for more positive relationships within their families, communities and working environment. In addition, the Corps helps communities to carry out projects that benefit its residents. A broad range of Corps projects assist in the development of social and recreational services such as the construction or renovation of community facilities and the development of parks.

ALBERTA OPPORTUNITY CORPS (OCP)

PROGRAMS AND SERVICES

To develop these employment-related skills, a wide variety of program activities are undertaken. These include: work experience projects; life skills training; academic upgrading and short courses providing an exposure to a number of trades.

During the 1989-90 year, the Opportunity Corps operated in the communities of Slave Lake, Calling Lake, Janvier, Fort McMurray, Fort Chipewyan, Trout Lake, Wabasca/Desmarais, High Prairie, Peace River, Fort Vermilion, High Level, Ardmore, Lac La Biche and Rocky Mountain House.

ALBERTA EMPLOYMENT ALTERNATIVES PROGRAM (EAP)

The Employment Alternatives Program provided private sector employers with wage and training subsidies.

The purpose of the program is to help social assistance recipients and individuals who have exhausted their unemployment insurance benefits within the past year to re-enter the work force. The program is designed to assist individuals overcome special employment barriers typically experienced by those who lack recent work experience.

Pre-employment training, life skills training, and individual and group counselling provided by private contractors prepare individuals to enter the work force.

The Whitecourt Learning Centre is a pilot project targetted at disadvantaged adults with low levels of academic skills.

WHITECOURT LEARNING CENTRE

It utilizes a computer based curriculum to upgrade academic skills (Plato) and incorporates counselling, life management training, job readiness, career planning and job search skills. A work experience component consisting of on-the-job placement with community employers rounds off the training excellence.

About 45 individuals have benefited from the program in the first year of operation. Many of them went straight into employment.

An evaluation is currently being carried out by Dr. Pat Fahey, from AVC Edmonton, to determine the effectiveness of this unique approach.

The following programs and services are managed centrally and can be accessed through Alberta Career Development central headquarters:

- Private Vocational Schools Programs (PVS)
- National Institutional Training Program (NITP)
- Alberta Business and Community Development Program (ABCD)
- Priority Employment Program (PEP)
- Summer Temporary Employment Program (STEP)
- Employment Skills Program (ESP)
- Special Placement Work Experience Program (SPWEP)

PROGRAMS AND SERVICES

Alberta International Marketing
Employment Program (IMEP)
Quebec/Alberta Student Employ-
ment Exchange Program (Q/A)
Farm Employment Program
1989-90
Hire A Student Program (HAS)
Hire A Student Provincial Council
Immigration Program
Settlement Programs
English As A Second Language
(ESL)

PRIVATE VOCATIONAL SCHOOLS PROGRAMS (PVS)

This program complements regular Alberta Vocational Training by providing assistance to unemployed persons who are obtaining training or retraining through licensed private vocational schools operating in Alberta. Demand for training in automated office procedures and computer drafting remained strong. During the year 768 individuals received a collective \$1,818,941 in assistance.

NATIONAL INSTITUTIONAL TRAINING PROGRAM (NITP)

This is a federal-provincial program, pursuant to The National Training Act, under which the province provides educational services while the Canadian government contracts to purchase a certain number of training places in post-secondary institutions. The federal government reimburses the province for a portion of its costs and supplies financial assistance directly to federally-sponsored students in the form of training allowances or unemployment insurance funds.

Under the apprenticeship part of

this program, the federal government purchases institutional training on behalf of apprentices scheduled by the Apprenticeship and Trade Certification Branch of Alberta Career Development and Employment. It also provides financial assistance to apprentices while they are undergoing the institutional portion of their program.

The Alberta Business and Community Development Program provided funding to: private sector employers; non-profit organizations; community associations; municipalities; Indian Bands; Metis Settlements and provincial government departments.

Eligible project activity had to demonstrate a community benefit. Activities generally supported: environment; community or regional development and economic diversification or improvement in productivity. Priority was given to activities contributing to the creation of permanent employment or to activities that led to an increase in the number of job opportunities available after the project is completed.

The objective of the 1989-90 Priority Employment Program was to provide employment opportunities for unemployed Albertans during the winter months. The program had two elements: the Provincial

ALBERTA BUSINESS AND COMMUNITY DEVELOPMENT PROGRAM (ABCD)

PRIORITY EMPLOYMENT PROGRAM (PEP)

PROGRAMS AND SERVICES

Government Department element and the Community Employment element.

Non-profit organizations, municipalities, remote and isolated communities, Indian Bands and Metis Settlements were all eligible to participate in the Community Employment element.

SUMMER TEMPORARY EMPLOYMENT PROGRAM (STEP)

The objective of the Summer Temporary Employment Program, which began in 1972, is to create temporary employment opportunities for students and unemployed Albertans during the months of May, June, July and August.

The program has three elements: the Provincial Government Department element; the Career Work and Experience element and the Summer Farm element.

Provincial government departments, municipalities, non-profit organizations, Indian Bands and Metis Settlements, publicly-funded organizations and farmers are eligible for STEP funding.

During the 1989-90 fiscal year, expenditures totalled \$21,034,631 resulting in an estimated 7,878 positions.

EMPLOYMENT SKILLS PROGRAM (ESP)

The objective of the Employment Skills Program is to provide social assistance recipients with work experience in provincial government departments and publicly-funded organizations. The

program was administered by Alberta Family and Social Services and funded by Alberta Career Development and Employment.

The objective of this year-round program is to assist disabled and disadvantaged Albertans to obtain and maintain meaningful employment in the Alberta Public Service. Work experience opportunities of up to six months duration are provided in provincial government departments.

The Alberta International Marketing Employment Program was established to foster the development of export marketing operations in Alberta. The program provides post-secondary graduates with the opportunity to gain first-hand experience in international marketing.

This program strives to offer work experience related to each participant's field of study. It also provides the opportunity to enhance second language skills and to learn about the culture of the other province.

SPECIAL PLACEMENT WORK EXPERIENCE PROGRAM (SPWEP)

ALBERTA INTERNATIONAL MARKETING EMPLOYMENT PROGRAM (IMEP)

QUEBEC/ ALBERTA STUDENT EMPLOYMENT EXCHANGE PROGRAM (Q/A)

PROGRAMS AND SERVICES

FARM EMPLOYMENT PROGRAM 1989-90

The objective of this program was to assist farmers in hiring unemployed Albertans. Program flexibility allowed farmers to address peak staffing needs during the year.

Expenditures for the year totalled \$2,749,971 assisting 1,782 farmers.

HIRE A STUDENT PROGRAM (HAS)

The Alberta Hire A Student Program is unique in Canada because it is jointly sponsored by the federal and provincial governments, business, community and students' groups concerned with the placement of students in summer jobs.

While the major sponsors (Alberta Career Development and Employment, Alberta Chamber of Commerce and Canada Employment and Immigration Commission) provide funding support and resource personnel, each Hire A Student centre is autonomously operated by a local committee of volunteers.

The objective of the program is to help students find jobs and to provide a service to employers. This is achieved by establishing summer employment placement offices and by providing students with job search information.

The program shifted more toward placement activities as Alberta Education introduced job search activities in the 1989-90 school year. Job search information was provided to only selected groups of students in classrooms. Job search assistance was also offered through

the 78 placement offices located throughout Alberta. There were 38,000 students assisted through job placements. Provincial government expenditures totalled \$616,658.

The council advised on issues affecting the placement service of the Alberta Hire A Student Program. It facilitated the participation by the co-sponsors of the program, including the Alberta Chamber of Commerce, local chambers and community groups, the Government of Alberta and the Government of Canada.

The council provided a channel for the communication of student employment needs and also helped communities create and sustain the program.

The Immigration Program provided information and counselling regarding the requirements and procedures related to economic and social immigration into Alberta. It provided this assistance to Alberta residents, Alberta businesses and employers and prospective immigrants.

Elements of immigration administered by the provincial immigration program included: the investor, entrepreneur and self-employed categories of the Business Immigration Program; employer counselling and information related to labour force recruiting; information and assistance related to border crossing requirements;

HIRE A STUDENT PROVINCIAL COUNCIL

IMMIGRATION PROGRAM

international exchange programs and foreign worker movements; the Alberta Immigration Review Panel, and the Immigration Advisory Service for Alberta residents.

SETTLEMENT PROGRAM

The Settlement Program assists voluntary organizations and mainstream human service agencies to deliver services to newcomers. The program does this through the provision of grants, consultation, program development assistance, development and distribution of and the co-ordination of settlement activities.

During the 1989-90 fiscal year, Settlement Program provided grants to several volunteer organizations through a federal/provincial grants program for the delivery of settlement services. The Integrated Service Program (ISP) is a partnership between the federal and provincial governments and the volunteer sector. The federal government, through Canada Employment and Immigration, and Alberta Settlement Programs jointly review applications for funding and jointly monitor the delivery of services. This has resulted in less paperwork and administration for voluntary immigrant serving organizations and greater co-ordination of settlement services on the part of both governments.

Operating grants were provided to 13 immigrant aid organizations in Calgary, Camrose, Edmonton, Grande Prairie, Lethbridge, Medicine Hat and Red Deer. The

direct services provided by these organizations included reception, orientation, interpretation/translation, employment, counselling and referral. In addition to the 22,285 immigrants assisted by paid staff, volunteers in funded immigrant aid organizations contributed more than 119,000 hours of service in 1989-90.

In 1989-90, Settlement Program also granted Special Project Funding to enable community-based, mainstream organizations, municipalities and institutions to undertake temporary projects which have the potential to improve the on-going delivery of services to immigrants. Twenty-six grants were awarded throughout Alberta which enabled organizations to undertake initiatives such as adapting services, or training volunteers and staff, in order to better meet the needs of immigrants.

On behalf of group sponsors of refugees such as churches, Settlement Program covers Alberta Health Care Insurance premiums for the privately sponsored refugees' first twelve months in Alberta. In 1989-90, approximately 1,353 refugee households were assisted.

Settlement Program staff continued to develop, update and distribute printed materials to newcomers and those who work with them. Publications such as the Directory of Immigrant Aid Organizations in Alberta, Immigration Overview to Alberta and Directory of Licensing and Certification Bodies in Alberta, continued

PROGRAMS AND SERVICES

to be updated and widely distributed. Settling in Alberta, an orientation book for newcomers to Alberta became available in English and ten other languages. In conjunction with the Office for the Prevention of Family Violence, a brochure, *I Want the Violence to Stop*, was published and distributed in English and four other languages.

ENGLISH AS A SECOND LANGUAGE (ESL)

Alberta Career Development and Employment, in keeping with its immigration, settlement and training responsibilities, assumes the lead role in policy, planning and co-ordination of adult English as a Second Language (ESL) in Alberta.

The ESL Secretariat was formed in April 1986 to assist in the planning and co-ordination of ESL delivery. The ESL Secretariat chairs regular meetings of the Adult English as a Second Language Co-ordination Committee comprised of representatives from provincial departments with an interest in language training. It also communicates regularly with federal government officials involved in the funding and delivery of language training for adults.

The ESL Secretariat continues to administer operating grants to ESL assessment and referral centres in Calgary and Edmonton. These two centres, housed in non-governmental immigrant settlement agencies, assist newcomers in assessing their individual needs and selecting

appropriate language courses. This comprehensive service (which can be delivered in the client's native language when needed) involves language testing, initial vocational counselling and assistance in applying for student support. The centres also provide regular and comprehensive reports to the ESL Secretariat. These reports include demographic, linguistic and educational data on individuals seeking language training. In this way the ESL Secretariat can monitor local ESL training needs and trends.

In 1989, the ESL Secretariat was allocated a budget for specialized language training initiatives. Over 50 projects were supported this year. These included English for Trades courses such as English for Motor Vehicle Repair Trades in Edmonton and English for Welders in Calgary; a number of English for Special Purposes courses such as bridging programs to assist ESL graduates to enter academic upgrading programs and a large number of English in the Workplace projects for public institutions such as hospitals and private employers in the hospitality, manufacturing and garment industries.

APPENDIX

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APPENDIX

**STATISTICAL APPENDIX
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APPENDIX

TABLE 1
TRAINING
PROGRAMS
1989-90
EXPENDITURES
AND
ESTIMATED
NUMBER OF
TRAINEES
FUNDED

Program	Expenditures	Estimated Number of Trainees
Alberta Training Program (ATP)	\$12,686,208	12,717
Alberta Youth Employment and Training Program (AYETP)	\$9,479,495 *	3,964
Tailor Made Training (TMT)	\$1,136,010	N/A
Totals	\$23,301,713	16,681

* An additional \$85,000 was expended on the Calgary Youth Employment Centre and YMCA Entrepreneur Program.

TABLE 2
SERVICES
PROVIDED
UNDER
AVT/EAVT/VRDP
1989-90

Institutions	Number of Students Admitted to Training			Number of Possible Student Days of Training		
	Alberta Vocational Training	Enhanced Alberta Vocational Training	Vocational Rehabilitation of Disabled Persons	Alberta Vocational Training	Enhanced Alberta Vocational Training	Vocational Rehabilitation of Disabled Persons
	(AVT)	(EAVT)	(VRDP)	(AVT)	(EAVT)	(VRDP)
Technical Institutes	662	260	42	58,669	29,780	2,916
AVC's	12,320	2	47	1,281,820	209	8,370
Private Schools	967	64	16	115,394	7,151	1,098
Universities	17	20	59	1,360	1,000	3,684
Community Colleges	6,058	991	162	495,801	55,717	12,175
Agricultural Courses	4	-	-	198	-	-
School Boards	2,030	63	5	118,344	4,096	258
Out of Province	-	-	20	-	-	1,571
Others	2,627	35	12	63,455	1,757	510
Totals	24,685	1,435	363	2,135,041	99,710	30,582

APPENDIX

TABLE 3 PRIVATE VOCATIONAL SCHOOLS PROGRAM 1989-90	Total Number of Schools	15
	Estimated Number of Trainees	768
	Total Training Expenditures	\$1,818,941

TABLE 4 NATIONAL INSTITUTIONAL TRAINING PROGRAM 1989-90	Type of Training		Trainees
	General Purchase		
	Technical Institutions	382	
	Alberta Vocational Centres	3,237	
	Community Colleges	2,083	
	Others	317	
		6,019	6,019
	Apprenticeship		12,320
	Private Trade Schools		765
	Total		19,104

APPENDIX

TABLE 5
EMPLOYMENT
PROGRAMS
1989-90
EXPENDITURES
AND
POSITIONS
FUNDED

Program	Expenditures	Positions Funded
Alberta Business and Community Development Program (ABCD)	\$3,437,062	659
Priority Employment Program (PEP)	\$6,092,129	1,884
Summer Temporary Employment Program (STEP)	\$21,034,631	7,878
Employment Alternatives Program (EAP)	\$8,895,871 *	3,587
Employment Skills Program (ESP)	\$5,117,727	851
Farm Employment Program (FEP)	\$2,749,971	N/A
Special Placement Work Experience Program (SPWEP)	\$263,205	65
Alberta International Marketing Employment Program (IMP)	\$612,345	25
Quebec/Alberta Student Employment Exchange Program (Q/A)	\$208,086	42
Total	\$48,411,027	14,991

* An additional \$4,381,142 was expended for Employment Preparation Training. Number of positions funded is not available.

TABLE 6
SUPPORT FOR
SPECIAL NEEDS
GROUP 1989-90

Organization	Activity	Expenditures
Placement 45, Edmonton	Employment Placement	\$119,147
Opportunity 45, Calgary	Employment Placement	\$199,220
Access 45, Lethbridge	Employment Placement	\$100,804
YMCA, Edmonton	Employment Placement	\$196,265
Distinctive Employment Counselling Services, Edmonton	Employment Readiness	\$176,652
Native Outreach Association	Employment Placement Promotion and Support	\$800,363
Total		\$1,592,451

APPENDIX

TABLE 7 IMMIGRATION PROGRAM	Business Immigration Visas Issued*	188
	Investment Funds Available	\$163,378,000
	Proposed Job Creation/Retention	377
	Immigration Enquiries	6,000

* Data based on calendar year 1989 preliminary.

Source: Masent Report

TABLE 8 SETTLEMENT PROGRAM	Operating Grants to Immigrant Aid Organizations	\$1,596,777
	Clients Served by Immigrant Aid Organizations	22,285
	Hours contributed by Volunteers to Immigrant Aid Organizations	119,136
	Special Project Grants to Improve Service Delivery to Immigrants	455,273
	Health Care Premiums Paid on Behalf of Private Sponsors of Refugees	210,000
	Refugee Households benefitting from Health Care Premium Coverage	1,353

TABLE 9 ENGLISH AS A SECOND LANGUAGE (ESL) SECRETARIAT	Operating Grants to ESL Assessment and Referral Centres	\$397,950
	Clients Assessed and Referred	4,000
	ESL Special Language Training Initiatives	1,000,000
	Students	800

APPENDIX

TABLE 10
FEMALE
PARTICIPATION
IN
APPRENTICESHIP

Trade	Females Total	Males Total	Combined Total	Per Cent
Agricultural Mechanic	0	49	49	0.23
Appliance Serviceman	1	73	74	0.35
Auto Body Mechanic	8	899	907	4.33
Baker	75	140	215	1.03
Barber	4	7	11	0.05
Beautician	1,123	102	1,225	5.85
Boilermaker	0	90	90	0.43
Bricklayer	0	87	87	0.42
Cabinetmaker	15	390	405	1.93
Carpenter	15	1,619	1,634	7.80
Cement Finisher	0	24	24	0.11
Communication Electrician	6	71	77	0.37
Cook	285	738	1,023	4.88
Crane & Hoisting Equipment Operator	0	79	79	0.38
Electrical Rewind Mechanic	0	48	48	0.23
Electrician	26	2,355	2,381	11.36
Electronic Technician	5	162	167	0.80
Elevator Constructor	0	0	0	0.00
Floorcovering Mechanic	1	81	82	0.39
Gasfitter	1	104	105	0.50
Glassworker	1	140	141	0.67
Heavy Duty Mechanic	3	1,543	1,546	7.38
Instrument Mechanic	8	637	645	3.08
Insulator	11	157	168	0.80
Ironworker	0	52	52	0.25
Landscape Gardener	73	224	297	1.42
Lather-Interior Systems Mechanic	1	40	41	0.20

APPENDIX

TABLE 10

**FEMALE
PARTICIPATION
IN
APPRENTICESHIP
(CONTINUED)**

Trade	Females Total	Males Total	Combined Total	Per Cent
Machinist	5	472	477	2.28
Millwright	2	680	682	3.26
Motor Mechanic	12	2,695	2,707	12.92
Motorcycle Mechanic	1	64	65	0.31
Painter and Decorator	16	143	159	0.76
Partsman	114	627	741	3.54
Plasterer	0	0	0	0.00
Plumber	3	824	827	3.95
Power Lineman	0	151	151	0.72
Power Systems Electrician	0	49	49	0.23
Printing & Graphic Arts Craftsman	105	259	364	1.74
Recreation Vehicle Mechanic	0	80	80	0.38
Refrigeration & Air Conditioning Mechanic	1	263	264	1.26
Roofer	0	66	66	0.32
Sawfiler	0	34	34	0.16
Sheet Metal Worker	4	456	460	2.20
Sprinkler Systems Installer	0	65	65	0.31
Steamfitter-Pipefitter	0	333	333	1.59
Steel Fabricator	1	57	58	0.28
Tilesetter	1	51	52	0.25
Tool and Die Maker	0	0	0	0.00
Transport Refrigeration Mechanic	0	22	22	0.11
Water Well Driller	0	60	60	0.29
Welder	15	1,648	1,663	7.94
Total	1942	19,010	20,952	100.00

APPENDIX

TABLE 11
CAREER
PROGRAMS
AND
RESOURCES
PUBLICATIONS

The following publications/materials were developed, revised and/or reprinted:

Are you Cut Out To Be An Entrepreneur
 Career Information Hotline cards
 Career Information Catalogue
 Changing Course Midstream
 Directions – A Women's Guide to Returning to Work
 Easy to Read Career Planning Guide
 In Praise of Older Workers
 It's About Time
 Job Seekers Handbook
 Occupations in Pulp & Paper
 Self Directed Career Planning Guide
 Self Directed Career Planning Guide Audio Tapes
 Women in the Workplace – Video Tape
 Occupational Profile Packages:
 Agriculture & Horticulture
 Services
 Teaching
 Trades & Technologies

Discontinued were:

Opening Doors Leader's Guide
 School to Work Connection
 So You've Left School... What Now
 Women At Work

TABLE 12	Settling in Alberta
IMMIGRATION AND SETTLEMENT SERVICES PUBLICATIONS	Alberta- Getting the Facts...
	Immigration to Alberta (Overview from 1984 to 1988)
	Directory of Certification and Registration Bodies for Professionals and Occupations in Alberta
	Immigrant Aid Organizations in Alberta Directory
	Resource Centre Bibliography
	Alberta Business Immigration Program
	Proposal Outline
	Investor Category: Specific Projects and Privately Administered Investment Syndicates
	Guidelines for Alberta Organizers
	Alberta News